



"GEORGE" AWARD is the latest "figure" to rival Oscar and Emmy. "George" Award is shown above with its sculptor, Joseph D. Portonova. The statue is symbolic of engineering achievement and was awarded during Engineers' Week. The figure represents the aspirations of "man through time."

**Letters**

Editor:  
It is with sincere gratitude that our Gardena Emblem Club No. 257 wishes to extend our thanks for the time and space your newspaper has given us the past years. As our club has grown so has your paper, we only hope we have contributed in some small way to help.

Our thoughts and energy go to fulfilling the principles of our Supreme Emblem Club, for which it stands: "Truth," "Justice," and "Charity."

Our final wish for you is this: May you be repaid a hundredfold for the friendship you have given us, and may the years ahead be good to all of us.—Mrs. Ned Sutcliffe, Gardena.

**Playground Open Washington's Day**

The following Torrance city parks and playgrounds will be open Washington's Birthday, Feb. 22: Arlington, Hickory, Jefferson, Madrona, Magruder, Newton, Parkway, Riviera, Seaside, Towers, and Victor School playgrounds; El Nido, El Retiro, La Romeria, McMaster, Paradise, Torrance, and Walteria parks.

Supervised play will be offered at each park location from 9 a.m. to the regular closing time. School playgrounds will remain open on a 10 a.m. to 5 p.m. schedule.

**Glendale Federal Tells Trends in Savings & Loan**

Several trends were started in the savings and loan during 1962 which are expected to continue during most of '63, according to Charles T. Cederlof, Glendale Federal Savings and Loan Assn. assistant vice president and Torrance branch manager.

"The most significant trend involves mortgage funds," said Cederlof. "Traditionally, Southern California has been short on capital. Our more or less continuous building boom has literally gobbled funds up."

"But, during 1962, with uncertain conditions in the stock market and a slight decrease in building activity, money is now easier to get," he pointed out.

Despite this trend, savings and loan associations will pay higher rates to savings customers during the coming year. Glendale Federal has announced its new rate of 4.8 percent. Competitive pressure to attract savings continues even though availability of money has reached record levels.

"Building activity will remain close to present high levels," said Cederlof. "The rapidly - expanding South Bay area will continue to grow at a faster rate than the average in Los Angeles county."

"Meanwhile, with the continued influx of new people and the high mobility of Southern California families, general real estate activity should continue at a strong level," said Cederlof. "During 1962, Glendale Federal experienced a tremendous development of real estate business. During the course of the year, our loan volume totaled \$151 million. This figure represents construction of housing for more than 12,000 families."

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**Quality First, Home Buyers Tell Survey**

The results of a study conducted over the past 90 days by the Southern California Plastering Institute have been announced by Paul Reimer, chairman of the board of trustees of the institute.

"The study indicates that more than 75 percent of the people buying homes are concerned first with the quality of the homes and second consideration is price," said Reimer.

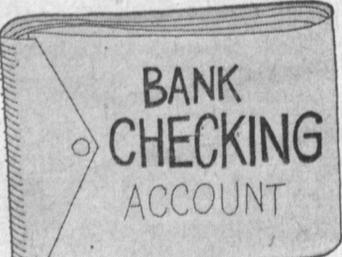
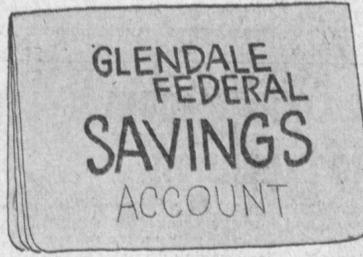
"This is encouraging news and means that Southern California builders, who

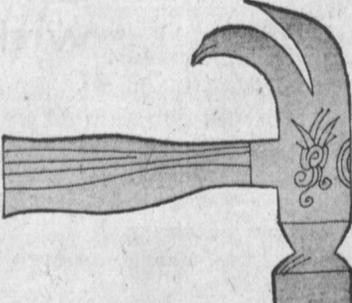
have established a reputation for building the finest homes in the country, will not resort to a lessening of quality to insure sales volume. It is impossible for builders to lower the price of homes without sacrificing quality. It is this fact, and the fact that Southland home buyers insist on quality construction, that helps Southern California builders maintain the high quality which has established them as leaders in the field. It is the determination of the Southern California Plaster-

ing Institute to insure the home buyer's trust by continuing to maintain excellent standards of building quality even in the face of certain rises in costs," Reimer said.

**CARE'S PROGRAM**

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